

Transmeta Corporate Identity Logo Usage Guidelines



GENERAL GUIDELINES

The Transmeta corporate identity guidelines are intended for Transmeta employees, customers, consultants, licensees and other third parties planning to use Transmeta's trademarks or logos in both corporate and brand communications, including but not limited to the following: Electronic messages, printed or online promotions, advertising, instructional manuals, reference material, marketing material, web sites (but not in web domain names), products, labels, packaging or other print or online graphic material. Adherence to the guidelines will assist in the creation of high-quality marketing materials with a consistent look that will enhance the corporate brand. To preserve the market strength of all Transmeta marketing and informational communications collateral and to protect Transmeta Corporation legally, do not deviate from the guidelines.

NOTE: If you are a LICENSEE of a Transmeta trademark or logo, your license agreement with Transmeta may contain special usage guidelines that are different from the guidelines contained in this document. In that event, please follow the guidelines in your license agreement rather than these. If your license agreement with Transmeta does not contain specific trademark usage guidelines, please use these.

CONTACT INFORMATION

For answers to questions regarding the use of the Transmeta corporate identity or to obtain the latest graphics or electronic artwork files, contact us at:

Telephone: (408) 919-6393
Facsimile: (408) 919-6540
Email: trademark_info@transmeta.com

CONTENTS

1. Core Visual Identity
2. Core Color and Backgrounds
3. Identity Variations
4. Referring to the brand in print

Core Visual Identity

The graphic expression of our brand

THE LOGO

Our corporate personality is shaped by the way we present our brand to the world. We influence what people think and feel about the Transmeta™ brand through the appearance and visual representation of our core identity. The core Transmeta corporate identity is a wordmark that consists of custom drawn letter forms. Whenever possible, the Transmeta corporate identity should be presented in its approved corporate color as seen here.

It is vital that the brand identity retains its intended shape, form and color. Therefore it is imperative that no one attempts to modify or recreate the Transmeta corporate identity under any circumstances. Use only artwork source from or provided by Transmeta.

LOGO CLEAR SPACE

The logo should be surrounded and protected by a minimum clear space so that it does not compete with nearby graphics. The minimum amount of clear space required to surround the logo must be the equivalent of the x-height of the the letter "a" found within the wordmark. Maintaining a clean and uncluttered area around the logo maximizes the visual impact of the artwork.

MINIMUM SIZE

To ensure legibility, the Transmeta corporate identity may not be reproduced below 1.125" in width. If it is necessary to present the logo smaller than 1.125", please use the secondary logo and do not shrink this version below .75" wide.

Because customers will also encounter the Transmeta corporate identity through electronic media, it is important to maintain consistency when presenting the identity on the Internet, on a CD ROM or other types of electronic media. The minimum size for the identity is 120 pixels wide with the "corporation" descriptor and 85 pixels wide without it.

Core Transmeta Identity: Full-color version

Transmeta
CORPORATION

Core Transmeta Identity: Clear Space



Core Transmeta Identity: Minimum Size for **Print Applications**



The Transmeta Corporation logo:
minimum print size **with** descriptor



The Transmeta Corporation logo:
minimum print size **without** descriptor

Core Transmeta Identity: Minimum Size for **Online or Electronic Applications**



The Transmeta Corporation logo:
minimum electronic size **with** descriptor



The Transmeta Corporation logo:
minimum electronic size **without** descriptor

Colors and Backgrounds

Communicate clearly and consistently

FULL (CORPORATE) COLOR

Color is essential to brand strategy. It helps to establish and maintain the look and character of our brand. The use of color in every application of the Transmeta Corporation brand must appear consistent throughout all production and fabrication mediums. Outlined below is the Pantone Matching System® (PMS) color palette. It should be used as a reference when choosing colors for printed media.

Whenever possible, the Transmeta corporate identity should be presented in its corporate-color version (Pantone 430).

Note: Different inks, paints, lacquers or other materials used in manufacturing or reproduction processes may not be the exact same formula as Pantone 430. Thus, when creating silkscreen, outdoor, online, or other versions of the logo, please visually match the corporate color (PMS 430) as closely as possible.

LIMITED COLOR

The one color (BLACK) Transmeta logo must only print positive against a light background with values ranging from 10% to 40%. For values that are darker than 50%, only the reversed (WHITE) version of the logo is acceptable. When it is necessary for the Transmeta corporate identity to appear reversed out of a solid color background use the all white version of the logo. Please use discretion when placing the logo over textured, or toned backgrounds. The Logo may reverse out to the substrate providing sufficient contrast, or a tint of at least 50%.

If the logo is to be used with photography, please place a solid color (all black or all white) version of the logo in an area of the photo containing the least amount of tonal change. Alternatively, place either the corporate color version or a black or white version of the logo (with sufficient clear space) within a solid color containing shape as shown here.

Corporate color version of logo artwork over white background



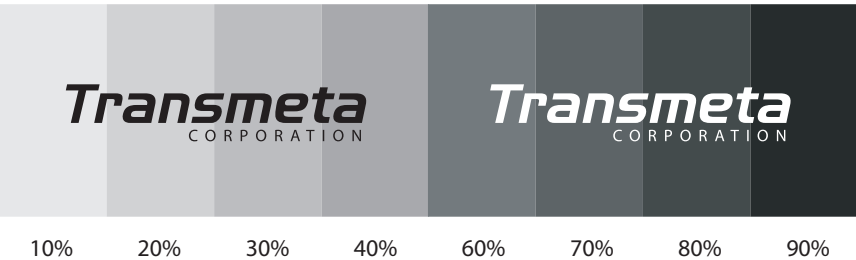
All white version over solid dark color background



All black version over solid light color background



Black and white version over toned background



Usage of the logo with photography



Place logo in a solid area

Place logo in a containing shape

Identity Variations

Protecting valuable intellectual property

LOGO VARIATIONS

The Transmeta corporate identity is a valuable asset to Transmeta Corporation and represents the products promise to its customers. All uses of the identity must be correct everyw

here, all the time, both internally and externally.

The exhibits to the right are the only approved variations to the primary Transmeta corporate identity. These versions have been created to provide clarity regarding the brand and its relationship to Transmeta Corporation or to protect the legibility of the logo. All guideline issues covered with the core Transmeta corporate identity apply to these logos.

LOGO ARTWORK WITH CORPORATE SIGNATURE

This variation of the Transmeta corporate identity has been designed for use when the identity will not be accompanied with copy that communicates the full legal corporate name.

LOGO ARTWORK WITHOUT CORPORATE DESCRIPTOR

This variation of the Transmeta corporate identity has been designed for use when referring to the company without using the full legal name.

Primary, corporate color version of logo artwork with corporate signature

Transmeta
CORPORATION



The Transmeta Corporation logo:
minimum print size **with** descriptor

Secondary, corporate color version of logo artwork without descriptor

*Transmeta*TM



The Transmeta Corporation logo:
minimum print size **without** descriptor

Trademark Usage Guidelines

Referring to our brand in copy and print

USE THE TRADEMARK AS A PROPER ADJECTIVE

Trademarks are adjectives. As such, they modify a noun and should mostly be used with the noun it modifies.

Like this: Transmeta™ processors are very efficient.

Not this: Transmeta's™ processors are very efficient.

USE THE TRADE NAME AS A PROPER NOUN

A Trade name refers to the business as an entity, and therefore is a proper noun. Thus, it is important to distinguish between the use of Transmeta as a name and Transmeta as a mark.

Like this: Transmeta™ Efficeon™ processor

Or this: Transmeta's Efficeon™ processor

Not this: Transmeta Efficeon™ processor

PROPER CAPITALIZATION

When referring to the company in print, please use the complete corporate name – Transmeta Corporation – whenever possible. Transmeta and Corporation must appear with initial caps or in all uppercase. It is never acceptable for the corporate name to appear in all lowercase letters.

It is acceptable (though not preferable) to refer to the company simply as "Transmeta" provided the following criteria are met:

- Transmeta must begin with a capital "T" or appear in ALL CAPS as dictated by copy and style.

USE THE TRADEMARK IN THE INTENDED WAY

Please use Transmeta Corporation's trademarks only for the goods or services for which they were originally intended. Please do not alter our trademarks in any way, or portray them negatively, make puns out of them, or disparage them in any way. If you have any questions or concerns, please contact us.

DO NOT COMBINE TRADEMARKS OR NAMES

As stated previously, trademarks serve to identify the source of a product or service. Our trademarks are not to be combined with another trademark or brand name from any source other than Transmeta. Please do not combine our trademarks with the name of any other entity.

DO NOT SHORTEN OR ABBREVIATE

Do not alter the corporate identity in any way.

Do this: Transmeta Corporation

Not this: TrnsMta

Or this: Transmeta Corp.

However, you may refer to Transmeta's STOCK SYMBOL where necessary and appropriate. The correct symbol is: TMTA

USE THE APPROPRIATE SYMBOL

Although some of Transmeta's marks are registered in several jurisdictions, we recommend using the superscript version of the trademark; i.e. ™. If superscript is not available, please use parentheses; i.e. (TM). You should refer to the full product name and use the trademark and symbol completely at the first and most prominent reference.

DO NOT USE OUR TRADEMARKS IN DOMAIN NAMES

Transmeta trademarks may not be incorporated into an Internet domain name of another company as it would likely confuse consumers regarding the source of the web site. Therefore, please do not combine our trademarks with your domain or any other company's domain names.

CURRENT TRADEMARKS

The following is a list of trade names currently owned and maintained by Transmeta Corporation.

Trade Names: Transmeta
Transmeta Corporation

The following is a list of trademarks currently owned and maintained by Transmeta Corporation.

Trademarks: Transmeta™
Efficeon™
Crusoe™
LongRun™
LongRun2™
Code Morphing™